

## Message Text

UNCLASSIFIED POSS DUPE

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10

ACTION EA-09

INFO OCT-01 EB-07 ISO-00 /017 W  
----- 129322

R 270112Z APR 76  
FM AMEMBASSY BANGKOK  
TO USDOC WASHDC  
INFO SECSTATE WASHDC 4686

UNCLAS BANGKOK 11517

E.O. 11652: N/A  
TAGS: BEXP, TH  
SUBJ: WTDR/FTI -SODSAI CO., LTD.

REF: USDOC 4985

1. THAILAND
  2. CNTRY CODE: 549
  3. SER. NO: N/A
  4. SODSAI CO. LTD.
  - 4A. CODE: P
  5. 10TH. FLOOR, DUSIT THANI OFFICE BLDG., 946 RAMA 4 ROAD
  6. BANGKOK, THAILAND
  7. ESTABL: 1974
  8. EMPL: 20
  9. SIZE: (20-X) MEDIUM
  10. REPUTATION: (22-X) GOOD
  11. SELLS ITS PRODUCTS IN THE FOLLOWING FOREIGN AREAS LISTED IN  
ORDER OF IMPORTANCE:  
LOCAL MARKET.
  12. RPT. DATE: 04/76
  - 13A. 7311/0 ADVERTISING AGENCIES
  - 13B. 7321/0 CREDIT BUREAU AND AGENCIES
  14. CONTACT: F.L. AYER TITLE: MANAGING DIRECTOR
  15. CABLE: SODSAI
  16. TELEX: N/A
  17. TEL. 2333268
  18. FINANCIAL REFS: SIAM COMMERCIAL BANK LTD., :060 NEW PETCHBURI  
ROAD, BANGKOK.
- UNCLASSIFIED  
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19. HTRADE REFS: INDRA INTERNATIONAL RESEARCH, INC., NEW YORK N.Y.
20. AGENCY REP: N/A

21. SUBJECT FIRM WAS INCORPORATED AS A LIMITED LIABILITY COMPANY IN 1974 WITH AN AUTHORIZED CAPITAL OF \$50,000. FIRM OPERATES AS ADVERTISING AND CREDIT BUREAU AGENCIES. IT CONDUCTS RESEARCH AND CREDIT REPORTS BOTH FOR LOCAL FIRMS AND FOREIGN GOVERNMENT AGENCIES. DR. F.L. AYER, AN AMERICAN CITIZEN WHO OWNS ABOUT 48 PER CENT OF THE TOTAL INTEREST, IS THE MANAGING DIRECTOR. DR. AYER WAS PERVIOUSLY THE TECHNICAL DIRECTOR OF BUSINESS RESEARCH LTD. (WTDR-10/71), WHICH HANDLES SIMILAR LINES.

SODAI IS ALSO ASSOCIATED WITH INDRA INTERNATIONAL RESEARCH, INC. OF NEW YORK. BANKING SOURCE REPORTS FAVORABLY ON THE FIRM. FIRM IS CONSIDERED RELIABLE AND JEPUTABLE FOR TRADE CONTACT.

22. PREPARED BY: S. SAMRAN APPROVED BY : THOMAS C. STAVE  
AT: AMEMBASSY BANGKOK  
WHITEHOUSE

UNCLASSIFIED

NNN

## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 JAN 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 27 APR 1976  
**Decaption Date:** 01 JAN 1960  
**Decaption Note:**  
**Disposition Action:** n/a  
**Disposition Approved on Date:**  
**Disposition Authority:** n/a  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01 JAN 1960  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
**Disposition Remarks:**  
**Document Number:** 1976BANGKO11517  
**Document Source:** CORE  
**Document Unique ID:** 00  
**Drafter:** n/a  
**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
**Film Number:** D760159-0249  
**From:** BANGKOK  
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**Office:** ACTION EA  
**Original Classification:** UNCLASSIFIED  
**Original Handling Restrictions:** n/a  
**Original Previous Classification:** n/a  
**Original Previous Handling Restrictions:** n/a  
**Page Count:** 2  
**Previous Channel Indicators:** n/a  
**Previous Classification:** n/a  
**Previous Handling Restrictions:** n/a  
**Reference:** n/a  
**Review Action:** RELEASED, APPROVED  
**Review Authority:** KelleyW0  
**Review Comment:** n/a  
**Review Content Flags:**  
**Review Date:** 31 AUG 2004  
**Review Event:**  
**Review Exemptions:** n/a  
**Review History:** RELEASED <31 AUG 2004 by cookms>; APPROVED <20 DEC 2004 by KelleyW0>  
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EO Systematic Review  
04 MAY 2006

**Review Media Identifier:**  
**Review Referrals:** n/a  
**Review Release Date:** n/a  
**Review Release Event:** n/a  
**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
**Secure:** OPEN  
**Status:** NATIVE  
**Subject:** WTD/FTI -SODSAI CO., LTD.  
**TAGS:** BEXP, TH  
**To:** COM  
**Type:** TE  
**Markings:** Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 04 MAY 2006